

REMARKS

Claims 1-8, 10-17 and 25-29 are pending in this application. Claims 1, 10, 25 have been amended.

Rejections under 35 U.S.C. § 101 of claims 1-8 and 27-29

Claims 1-8 and 27-29 stand rejected under 35 U.S.C. §101 as non-statutory subject matter. Claim 1 was amended to address the rejection. The claimed invention improves the search quality for a person searching for information which is accessed through a computer. (Specification at [0043]). Searches are displayed on a computer screen. It should be noted that computer terminal includes non-wired devices capable of connecting to the internet which allow users access and multifunctional devices that allow users to connect to the internet. Thus, Applicants respectfully submit that independent claim 1 is now allowable subject matter under 35 U.S.C. § 101.

Rejections under 35 U.S.C. §102(b) of claims 1, 10 and 25

Claims 1-8, 10-17, and 25-29 stand rejected under 35 U.S.C. §102(b) as allegedly being anticipated by U.S. Patent Application Publication Number 2002/0152190 (“Biebesheimer”). In particular, the Office Action suggests that Beibesheimer’s selection process algorithm for individual users is equivalent to the claimed system which identifies unsatisfactory search results for a multitude of users to generate better search responses. Without conceding the merits of the rejection, Applicants have amended independent claims 1, 10, and 25 to clarify the claimed embodiments.

As amended, claims 1, 10, and 25 recite a system-wide examination of queries with specific characteristics that suffer from low user satisfaction in order to improve the user’s satisfaction with the search mechanism. One feature of the predictive pattern application is

using the query data to isolate problematic queries and search terms. The searches can be grouped by a number of context characteristics (e.g. all queries from a specific country, all queries in a specific language, all queries for a specific term) and examined for lower user satisfaction in comparison to the average query satisfaction. This data can be used by search engine developers to fix **problematic queries or search terms for all users** and to verify that the fix was successful. By using data from multiple users to address problematic queries user satisfaction for anyone using the stated query is increased.

While Biebesheimer teaches a method for improving a user's search experience through the analysis of that *individual user's* search history, Biebesheimer does not teach the collection and analysis of search results across *a group of users* in order to isolate problematic queries based on the low user satisfaction. Biebesheimer's learning algorithm processes data from a user's prior recorded searches to optimize that user's future searches. (See Biebesheimer – paragraph [0070]). Since the data used by the learning algorithm is isolated to the single user, any improvement by Biebesheimer's system precision is isolated to that individual user. (*Id.* at [0016]). Biebesheimer's invention requires repeated interaction with an individual user to produce desired results. (*Id.* at [0020]). Repeated interaction with Biebesheimer's system is required because the learning algorithm is directed at improving a user's search experience through their prior search history without using data collected from other user searches.

Thus, Applicants respectfully submit that independent claims 1, 10, and 25 patentably define over the reference as applied. Accordingly, Applicants request withdrawal of the rejection for claims 1-8, 10-17, 25 and 27-29 under U.S.C. §102(b) over Biebesheimer.

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CONCLUSION

In view of the foregoing, Applicants respectfully submit that the claims are allowable and that the present application is in condition for allowance. Reconsideration of the application and a Notice of Allowance are respectfully requested. In the event that the Examiner cannot allow the present application for any reason, the Examiner is encouraged to contact the undersigned attorney, Vincent J. Roccia at (215) 568-3100, to discuss the resolution of any remaining issues.

Respectfully submitted,

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